

# Marketing Plan Elements Worksheet

## Philosophy

Great sales and marketing starts with great empathy: the ability to understand and share the feelings of another.

## Rules

Be sure you always keep your customers as the heroes of your story.

“If we haven’t identified what our customer wants, what problem we are helping them solve, and what life will look like after they engage our products and services, for example, we can forget about thriving in the marketplace.” - Building A Story Brand

## Goals

Articulate the customer’s problems that your products and services solve.

Persona(s) that describe your ideal clients.

Understand how and when prospects realize they have a problem that need to be solved.

Explore the actions and emotions prospects go through when evaluating a solution to the problem.

- this helps us understand the message that will align with how the prospect is feeling.

- this also helps us identify the marketing channels you need to invest in.

## Rat in the Kitchen example

When you walked into the kitchen this morning you saw a rat in the kitchen. You knew 4 things immediately.

1. You have a problem
2. It is urgent
3. You have feelings about this problem.
4. You have values related to this problem.

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**Describe the main problem you solve:**

## **Personas**

Describe some basic demographics, values, and needs. How does this person know they have a problem? How does this person feel about the problem? How would this person know the problem was urgent? How would this person look for solutions to the problem?

### **Persona 1**

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**Create 3 empathetic messages**

**What is your persona's journey?**

**What should your marketing mix be?**

Marketing Tactic?	Base Metrics	3-month Goal

**What do you need to set-up or clean up?**